SEMESTER EXAMINATION, DECEMBER-2025

Course Name:-MBA
Semester: - First
Paper Name:-Business Research Methods
Paper Code:-F010705T
Time - 3Hrs + 20 minutes per hour extra time for V.I. & examinees with writer.
Max Marks-75

Instructions:

- The question paper consists of three sections namely A, B, C. All sections are compulsory.
- Section A- Each question carries**01** marks. All questions are compulsory.
- Section B- Answer any **4 out of 6** given questions. Each question carries **07 marks**.
- Section C- Answer any **2 out of 3** given questions. Each question carries **16 marks**.

Section – A
Objective Questions

1. All questions are compulsory. 1×15=15

a)Multiple choice Questions.

i) A sample is a study of.....
- a)Whole population
- b)Only representative items
- c)51 items
- d)None of these

ii) Research data is gathered by.....
- a)Observation
- b)In-depth interviews
- c)Controlled experiment
- d)All of these

iii) The first step of research is.....
- a)Selecting a problem
- b)Identifying a problem
- c)Finding a problem
- d)Searching a problem

iv) Research can be conducted by a person who.....
- a)Holds a postgraduate degree
- b)Holds a graduate degree
- c)Is a hard worker
- d)Possesses thinking and reasoning ability

v) An image, perception or concept that is capable of measurement is called.....
- a)Scale.
- b)Hypothesis.
- c)Type.
- d)Variable

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b)True or False

i) Bibliography given in a research report has no relevance to the research.

ii) A research problem is feasible only when it is researchable.

iii) Survey is a method of Research.

iv) A formal document that presents the research objectives, design of achieving these objectives, and the expected outcomes/deliverables of the study is called Research hypothesis.

v) Questions in which only two alternatives are possible is called Dichotomous questions.

c)Fill In The Blanks.

i) A problem exists when we do not have enough _____to answer it.

ii) Technological changes are a constant_____for research.

iii) As the sample size increases, the sampling error_____.

iv) Questionnaire is filled by_____.

v) The _____ scale measurement has a natural zero.

Section – B
Short Answer Questions

2. Answer any four of the following questions. 7×4=28

1) What do you understand by Research? What are the different area of business research?

2) What are the difficulties faced by researchers of business in India?

3) What do you mean by research objectives? What is the need for formulation of objectives of research?

4) What is Graphical Representation of Data?

5) What is pilot-testing?

6) Write a note of Report writing.

Section – C
Descriptive Questions

3. Answer any two of the following questions. 16×2=32

1) What is Primary and Secondary data? Explain the various methods of collecting Primary and Secondary data?

2) Write an essay on Statistical software for qualitative and quantitative data analysis.

3) What is sampling? Explain random and non-random sampling?

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